

Messaging with your elected officials:

Letter/Discussion Format

- Let them know you are their constituent (if they don't know you personally)
- Ask them to support the \$6 million in ongoing funding for the Division of Arts & Museums grant program which will go directly to support museums and arts agencies throughout the state
- Let them know how this would benefit your organization (specify how your organization serves your community, families and/or children). Tell your story.
- Thank them for their service to Utah

Additional key messages to consider:

- This does not benefit the Division of Utah Arts & Museums per se – it benefits my museum and museums and cultural organizations all around the state.
- Utah Division of Arts & Museums can provide the needed resources to our rural community. State funding for arts and culture greatly benefits rural communities, where there is little private support in comparison to larger urban areas.
- Utah cultural employment has grown at 4.01 percent, one of the fastest growing cultural sectors in the nation. Utah's population growth increases the demand for access to arts and cultural activities around the state.
- Government funding leverages other private funds and provides a "good housekeeping" stamp of approval. Every \$1 of government support for museums and culture leverages \$9 in earned income, secures private contributions, and local matching funds. A small investment is multiplied resulting in more jobs and small businesses.